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MAINSTREETNEWS

Quote of the Week

"All of us at Main Street America stand with you during this very challenging moment. Our work together today will help ensure the health of our communities in the days to come."

– Patrice Frey, President & CEO, NMSC, urging the Network to join the Center in supporting our partners at Small Business Majority, NFIB, and the National Council of Nonprofits to ensure financial support is available to small businesses and Main Street nonprofits during the COVID-19 crisis.

[Read the full letter >](#)

We Are In This Together

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MAIN STREET AMERICA – COVID-19 RESOURCES

Federal & National Resources

Main Street Tools & Info

Funding Programs

Webinars

Support Local Safely (media)

Peer Exchange

Mainstreet.org/covid19resources

SHOW YOUR SMALL BUSINESSES LOVE TODAY.

SPEND LOCAL SAFELY.

Buy a gift card

Shop over the phone

Put an item on hold

Shop online

Leave a review

Promote on social media

Maintain subscriptions

#SUPPORTLOCALSAFELY

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Kathy La Plante, National Main Street Center
Donna Ann Harris, Heritage Consulting, Inc.

@2020 National Main Street Center

TODAY'S WEBINAR

+ Organizational Health Check-Up

- Changes in programming and operations/funding
- Procedures for operations/meetings
- Budget Review
 - Anticipating Lost Revenue Sources
 - Prioritizing Expenditures

PROGRAMMING
For the District

OPERATIONS
For the Program

What we want to achieve

So how do we make it happen?

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TODAY'S WEBINAR

+ Organizational Health Check-Up

- Assessing major changes in programming and operations/funding
- Maintaining operations/meetings
- Reviewing funding structure & budget
 - Prioritizing expenditures
 - Outreach efforts for revenue retention
 - Anticipating lost revenue sources

+ Communications

- Local Main Street Programs are the best chance for downtown and neighborhood district recovery
- Highlighting Main Street mission
- Communications with businesses

+ Fundraising for the Future

- Municipal Support (ongoing or new)
- Events (redirecting sponsorship \$\$)
- Potential federal funding

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Kathy La Plante, National Main Street Center
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@2020 National Main Street Center

HOW HAVE THINGS CHANGED FOR MAIN STREET PROGRAMS ORGANIZATIONALLY?

- + Boards aren't meeting in person
- + Spring fund drives canceled
- + Fundraising events and special events canceled
- + Most Main Street offices are closed and working remotely

- + Losing face-to-face time with businesses and stakeholders (even email communication gone)
- + Future funding for our programs is unknown beyond June 30th
- + Others?

What Steps Should You Be Taking Now?

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THE BOARD SHOULD BE MEETING (NOT JUST THE EXECUTIVE COMMITTEE)

- + Are you holding board meetings?
 - The board should be meeting – not just the executive committee
- + Do your by-laws allow for remote meetings/voting – if not amend your bylaws?
- + What adjustment will you be making to your budget and programming?

Bylaws example for remote meetings:


- + Meetings by Conference Telephone. Any one or more members of the Board of Directors may participate in a regular or a special meeting of the Board of Directors or conduct the meeting through the use of any means of conference telephone or similar communication equipment by which all Directors participating in the meeting may simultaneously hear each other during the meeting. A Director participating in a meeting by such means is deemed to be present at the meeting.

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REVIEWING AND PRIORITIZING YOUR WORK

+ What are the Priorities Going Forward in the Near Future?

- What can be postponed and removed from the work plan, where funds can be saved or re-directed?
- What events will be canceled in the months ahead?
- What other items are not URGENT? (banners, flowers, façade grants, professional development, travel, support staff)
- What will be Main Street's primary mission through the end of the calendar year? ***Helping small businesses!***



An illustration of a white 3D hand holding a red marker, writing the word 'PRIORITIES' in a stylized font. Below the word is a red horizontal line, and to the left of the hand is a numbered list: 1., 2., and 3.

ECONOMIC
VITALITY

PROMOTION

ORGANIZATION

DESIGN

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SCENARIO PLANNING – SCALING BACK THE BUDGET

- + Understanding cash flow needs now, and 3 months, and 6 months
- + Create revised budget: “what if” situations you might face
 - Cancellation of major fundraiser
 - Postponement of special event that is profitable
 - Percentage decline from Investor Campaign/Annual gifts solicitation
 - Reduction of city support
- + Discuss scenarios with the board, determine what is likely, adopt revised budget
- + Communicate decision with your supporters

A red puzzle piece with the word "BUDGET" and the year "2020" on it, surrounded by other white puzzle pieces.

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UNDERSTAND YOUR CASH FLOW

+ Cash is king

- Understand your cash flow needs over the next six months.

+ If you have:

- Cash reserves, consider using them now.
- A credit line, discuss with your board, can you pay it back in a reasonable time frame?
- What if you have no reserves?




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CASH FLOW: GATHER MORE CASH FLOW

If you have:

- + Restricted grant funds, ask the funder to change to unrestricted
- + Government appropriations coming later in the year: ask to have funds released now
- + Tickets from cancelled events: Ask if a full or partial refund or if they can donate the funds now, send donation receipt thank you
- + Sponsorships from cancelled events: Ask if a full or partial refund or if they would donate the funds, send donation receipt thank you

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**NATIONAL COUNCIL OF
NONPROFITS**
National voice. State focus. Local impact.

ENACTED

**Coronavirus Aid, Relief, and Economic Security Act
CARES Act (Pub. L. 116-132)**

On March 27, the House unanimously passed and President signed into law the [Coronavirus Aid, Relief, and Economic Security \(CARES\) Act](#), a \$2 trillion economic stimulus law intended to provide immediate relief for individuals, nonprofits, businesses, and state and local governments. The CARES Act is the third law enacted in response to the COVID-19 pandemic.

What's in the Law for Nonprofits

The CARES Act provides significant funding for governments, businesses, hospitals, schools, and social support programs, among many other things. Below are key provisions of sector-wide interest to charitable nonprofit organizations.

Source:
<https://www.councilofnonprofits.org/trends-policy-issues/initial-analysis-of-the-coronavirus-aid-relief-and-economic-security-act-cares>

Paycheck Protection Program Loans (emergency SBA 7(a) loans): Creates an emergency loan program providing loans of up to \$10 million for eligible nonprofits and small businesses, permitting them to cover costs of payroll, operations, and debt service, and provides that the loans will be forgiven in whole or in part under certain circumstances. **Section 1102.**

- General Eligibility:** Available to entities that existed on February 15, 2020 and had paid employees or paid independent contractors.
- Nonprofit Eligibility:** Available for charitable nonprofits with 500 or fewer employees (counting each individual – full time or part time and not FTEs). The law does not disqualify nonprofits that are eligible for payments under Title XIX of the Social Security Act (Medicaid), but does require that employees of affiliated nonprofits may be counted toward the 500 employee cap, depending on the degree of control of the parent organization.
- No Personal Guarantee:** No personal guarantee or collateral will be required in securing a loan.
- Loan Amount:** The lesser of \$10 million or 2.5 times the average total monthly payroll (including benefits) costs from the one-year period prior to the date of application.
- Loan Use:** Loan funds can be used to make payroll and associated costs, including health and retirement benefits, facilities costs, and debt service.
- Loan Forgiveness:** Employers that maintain employment for the eight weeks after the origination of the loan, or rehire employees by June 30, would be eligible to have their loans forgiven, essentially turning the loan into a grant. **Section 1106.**

Economic Injury Disaster Loans (EIDL): Creates emergency grants for eligible nonprofits and other applicants with 500 or fewer employees enabling them to receive checks for \$10,000 within three days. **Section 1110.**

Self-Funded Nonprofits and Unemployment: Only reimburses self-funded nonprofits for half of the costs of benefits provided to their laid-off employees. This is [explained in a recent blog article](#). **Section 2103.**

Charitable Giving Incentive: Creates a new above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers) for total charitable contributions of up to \$300. The incentive applies to cash contributions made in 2020 and can be claimed on tax forms next year. **Section 2204.** The law also lifts the existing cap on annual contributions for those who itemize, raising it from 60 percent of adjusted gross income to 100 percent. For corporations, the law raises the annual limit from 10 percent to 25 percent. Food donations from corporations would be available to 25 percent, up from the current 15 percent cap. **Section 2205.**

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YOUR MESSAGE TO DONORS: HOW ...

+ Your board is making strategic choices to deliver your core programs and services.

+ Optimistic for the future and the recovery.


+ Plans to pay back any loans/credit lines if any.

+ If needed, cut the budget in a strategic way.

+ To reinstate programs and services if they are cut during recovery.

+ Ideas to make up for any lost revenue, cancelled events.

+ Acknowledge that you may ask more from donors post-crisis.



From: https://www.philanthropy.com/article/Fundraising-During-the-Corona/248280?cid=cpw_rnt

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Center
Donna Ann Harris, Heritage Consulting, Inc.

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RAINY DAY FUNDS (ENDOWMENTS)

- + If you never had a rainy day fund (endowment) before, you need to plan one in the years to come.



- + Set aside a % of all event income
- + Solicit funds for that specific purpose (philanthropists, board members, etc.)
- + Successful high school alumni (letter campaign)

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CUTTING COSTS: METHODS TO CONSIDER

1. Across the board cuts to all budget areas, except staff
2. Cut salaries or furlough staff for limited periods
3. Selective cuts to specific programs/services or personnel

“Don’t waste a crisis”—Winston Churchill

- Use it to eliminate projects that don’t fit
- Forge a closer relationship with a valued partner

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CUTTING COSTS: LANDLORD REQUEST

+ Ask your landlord for assistance:

- Would they consider a partial payment or free rent for x months?
- Renegotiate for a lower rental rate until recovery?
- Can you sublet some of your space?

+ If you consider moving to a free or cheaper space :

- Identify all costs first to determine if the cost of the move outweighs the cost of current rental payments.



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PROFESSIONAL STAFF: BIGGEST LINE ITEM IN THE BUDGET: OPTIONS TO CONSIDER

- + CONVERSATIONS – making decisions “WITH” and not just “FOR” your Main Street staff!!
- + Temporary (or permanent) layoffs of support staff, beyond the ED.
- + Reduce (temporarily) the number of paid hours of the ED (40 hours down to 30 hours). Keep benefits in place.
- + Offer unpaid furloughs instead of salary cuts
- + Convert a PT job to a paid internship
- + Convert select jobs to consultants rather than salaried positions



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STEPS TO TAKE



- + Scenario planning
- + Understand cash flow
- + Gather more cash
- + Cut expenses
- + Maintain and/or raise revenue
- + Communicate regularly (next topic up)

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COMMUNICATIONS





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GOING FORWARD

Let's share this for all of the small businesses in our community, and our country! As a small business owner, the current events are devastating. The only way our economy can bounce back, is if we support our mom and pop shops! #weareallinthis together #supportsmallbusiness

SUPPORT SMALL BUSINESS

Our country's small businesses are suffering in the wake of Covid-19. One bad month can shutter a business forever.

Order take-out/ delivery from a local restaurant. Buy pet food from a mom and pop store. Purchase gift certificates for services you can use at a later date from your hair stylist, barber, or massage therapist. Choose a small business as often as you can.

Target, Wal-Mart, Olive Garden and McDonald's will survive. Take your money to the small businesses in your community who truly need it to survive.

Let's shop small, shop independent and keep our economy going. We're all in this together!



- + Focus must be on your small businesses and helping them recover.
- + Establishing your Main Street program as the entity best equipped to help small businesses.

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COMMUNICATIONS FROM COORDINATING PROGRAMS

Dear Mayor :

The Covid 19 crisis may require that communities evaluate and reassess their strengths and weaknesses, and the existing assets that are crucial to helping your community recover. Your community has chosen to support a Main Street district. We believe the Four Point Model implemented by Main Streets will be pivotal in helping your community recover and move forward in the coming months. If you or your staff have not already taken the opportunity to enhance your relationship with your local main street executive director, please reach out to them as you and your community develop a strategy for recovery in your downtown area.

We at Florida Main Street wish you the best during these trying times, and are here to assist your community by supporting your local main street. We would encourage you to take this opportunity to strengthen your relationship and support for your local Main Street program, so that they have the resources they need to best work together with you toward recovery.

Katherine G. Beck
Florida Main Street Program Coordinator

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SHIFT/FOCUS ON WORK FOR MAIN STREET

- + Marketing and Communications
- + Small Business Assistance and Retention
- + Economic Development Capacity
- + Economic Impact Analysis

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IEDC – INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Economic developers serve as a vital bridge between the business community and the greater Economic interests in the communities they serve. **Many local, regional, and state governments turn to their publicly or privately funded economic development organizations (“EDOs”) (Main Streets) to be the economic leaders,** “deal makers,” and visionaries for attracting new investment and supporting existing businesses. In these roles, EDOs sometimes find themselves unexpectedly called to action when there is a natural or manmade disaster and businesses are suddenly impacted.

With so much at stake, it is vitally important that EDOs (Main Street) build capability to serve their communities by leading resiliency and economic recovery efforts before and after disasters.

*“Leadership in Times of Crisis
A Toolkit for Economic Recovery and Resiliency”
March 2015*

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STAY CONNECTED TO YOUR SMALL BUSINESSES

~ Business Survey ~



The City of Rochester and the Greater Rochester Chamber of Commerce announce the release of a short business impact survey in order to assess the effect that COVID-19 is having on local businesses.

The City considers the success of local business **essential** as it works to address the spread of COVID-19 in New Hampshire.

New information surrounding COVID-19 is being posted regularly by the Centers for Disease Control and Prevention (CDC) and the New Hampshire Department of Health & Human Services (NH-DHHS).

Take the Survey Here



A Main Street program last week surveyed it's Businesses and found the following:

Main Street Survey of 48 Downtown Businesses

Business Impacts
50% (24) said they would close permanently if the situation persisted for 5 months. 21% (10) said they would close permanently in 1-2 months.

52% (25) of the businesses said they had seen a 60% drop in revenue. (One respondent was planning for 80% drop in sales.)

Several respondents owned properties that were rented out to other tenants, they were concerned about the tenants being able to make payments.

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ENCOURAGE YOUR BUSINESSES TO TAKE OUR NATIONAL SURVEY

Small Businesses and the Impact of COVID-19

We are seeking information from small business owners about the challenges they're facing as a result of the COVID-19 public health emergency. Please answer these questions as openly and honestly as you can. Your answers will help us understand the challenges small businesses are facing across the country, inform policymakers and philanthropists about needs stemming from this crisis, and identify best practices in adapting to the new challenges Main Streets are grappling with.



MAIN STREET AMERICA
Nationally recognized.
Locally powered.

Please encourage your small businesses to respond to this survey:
<https://www.surveymonkey.com/r/6K96DHF>.

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TELLING YOUR STORY



- + Focus on
 - What you are are doing NOW to help downtown business owners (i.e. Business Resource Center)
 - What you plan to do to help jumpstart the recovery
 - Communications
- + How your organization adds value to the community
- + Creating and maintaining community traditions

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DOWNTOWN MENOMONIE (WI) EXAMPLE

Driving through Downtown Menomonie, the effects of the corona virus are apparent. Restaurants and salons are already closed down, students have all gone home, and the streets are barren. The Downtown Menomonie office will be closed until April 24th, at the earliest. However, through the cloud of uncertainty, it is important to stay positive and focus on the future.

Downtown Menomonie Inc. is dedicated to the economic success and vitality of our downtown district. In accordance with Governor Evers’ emergency order, Downtown Menomonie will be suspending our community events for the duration of the public health emergency. Moving forward, our top priority and focus as an organization will be to provide assistance to the businesses, property owners, and affected employees within our downtown.

The corona virus is a serious threat to our community and should not be taken lightly. We need to work together to ensure our small businesses do not become the next victim of this virus. Support local when you can, many restaurants and businesses are providing curbside pick up, just give them a call!


This is the time to come together as a community to ensure our downtown remains vibrant. These are trying times and I understand the stresses you all face. Focus on the future and what a grand reopening will look like. If anyone has questions or needs assistance, please contact our executive director, Dustyn Dubuque, via e-mail.

Jeff Frawley
President

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BE THE LEADERS

Posts




Harrisonburg Downtown Renaissance
20 hrs · 🌐

"These are unprecedented times and there is a lot of uncertainty. But one thing is for sure – when this passes, we will arrive together as a unified community. The viability of our locally owned businesses will not change. The day is coming when we will “feast” together downtown. Until then, we will be starving for togetherness and life as normal.

Together, we will make sure the heart and soul of our community – Downtown Harrisonburg – is here when we come back."

Read HDR's statement on the COVID-19 pandemic, a guide to what you can do if you're feeling powerless and want to help, and updates on what HDR is doing to support our downtown community at downtownharrisonburg.org/resilience.




DOWNTOWNHARRISONBURG.ORG
Harrisonburg Downtown Resilience – Harrisonburg Downtown Renaissance

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JOIN FORCES

+ HDR partnered with Harrisonburg Economic Development and the Chamber of Commerce to produce a joint video.

+ Harrisonburg (VA) Downtown Renaissance Facebook



479 Views

Harrisonburg Downtown Renaissance
1 hr · 🌐


How can you support local businesses during the COVID-19 pandemic? Let HDR's Andrea Dono, Brian Shull of Harrisonburg Economic Development, and Sheena Armentrou...

See More

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ADVOCACY FOR YOUR SMALL BUSINESSES
HARRISONBURG, VA


Broadway suspends their meals tax (through July) & trash fee (May and July). That's pretty pro-business.



WHSV.COM
Town of Broadway to temporarily suspend meals tax
Starting April 3 the town of Broadway will temporarily suspend their meal tax in an attempt...

WHSV - TV 3
March 27 at 5:41 PM · 🌐

With a \$50,000 donation from F&M Bank, a task force of local leaders has created a new grant program to support our small businesses:



WHSV.COM
Local bank donates \$50,000 to create grant program for small businesses

Many partners

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LIVE FACEBOOK – BUSINESS UPDATES



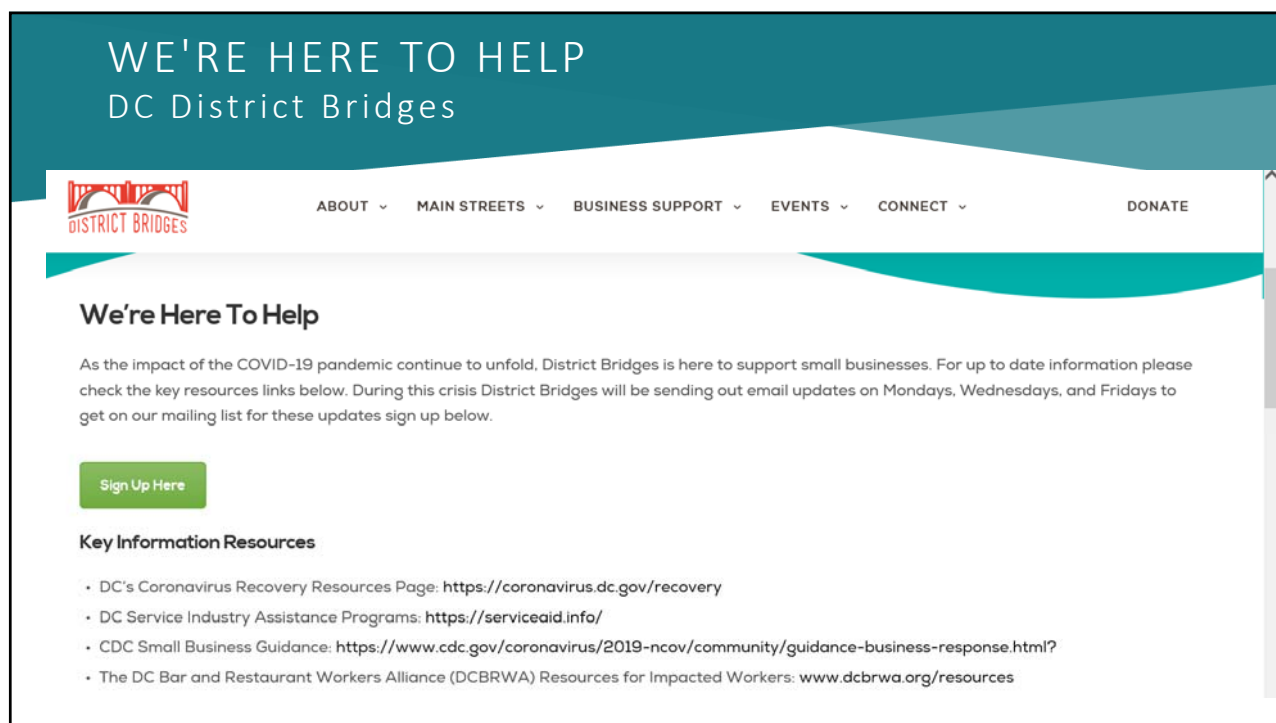
Charles Town Now
Wednesday at 1:02 PM · 🌐

Another \$25 giveaway! This time it is for our RETAIL (non food) businesses! Comment below with where you would want to spend \$25 and share this post! This applies to DOWNTOWN Charles Town Businesses! #historicallyhip #downtown #charlestown #resilient #resolved #alonetogether



Daily Facebook Live - to keep in touch with stakeholders

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The screenshot shows the District Bridges website. The header has a teal background with the text "WE'RE HERE TO HELP DC District Bridges". Below the header is a navigation bar with links: ABOUT, MAIN STREETS, BUSINESS SUPPORT, EVENTS, CONNECT, and DONATE. The main content area is titled "We're Here To Help" and contains a paragraph about supporting small businesses during the COVID-19 pandemic. A green button labeled "Sign Up Here" is visible. Below this is a section titled "Key Information Resources" with a list of links to various resources.

WE'RE HERE TO HELP DC District Bridges

We're Here To Help

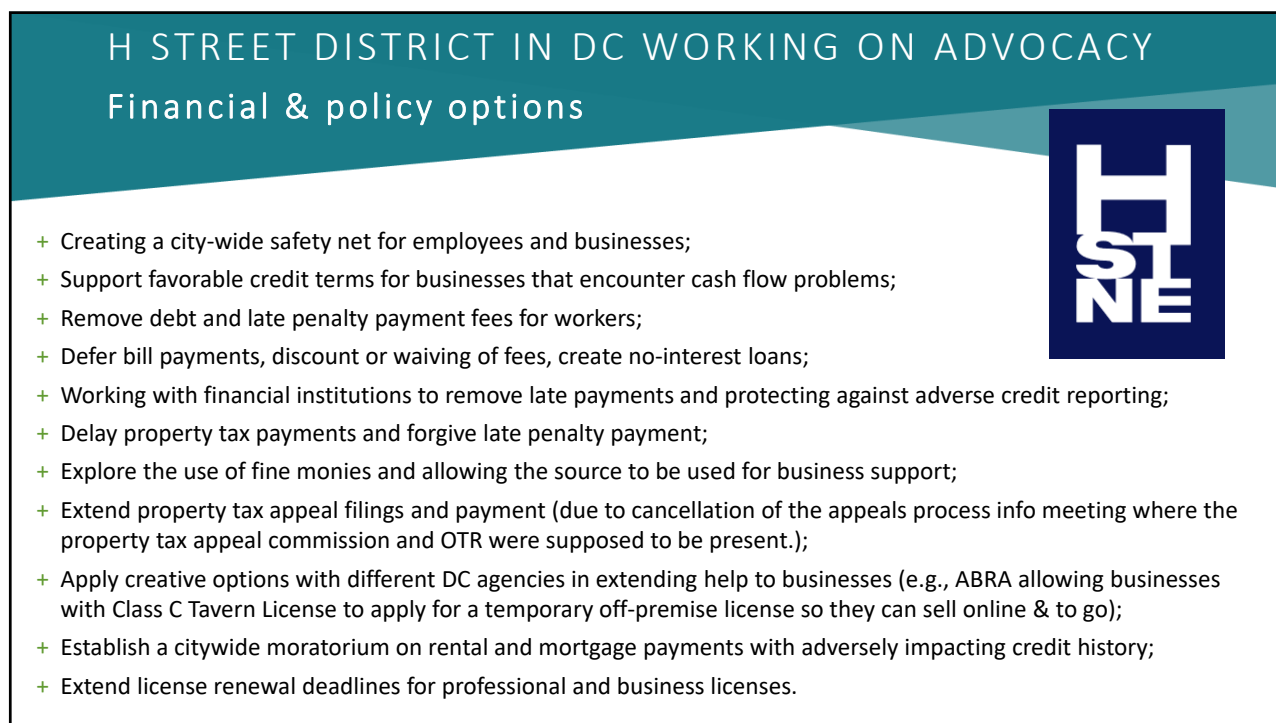
As the impact of the COVID-19 pandemic continue to unfold, District Bridges is here to support small businesses. For up to date information please check the key resources links below. During this crisis District Bridges will be sending out email updates on Mondays, Wednesdays, and Fridays to get on our mailing list for these updates sign up below.

[Sign Up Here](#)

Key Information Resources

- DC's Coronavirus Recovery Resources Page: <https://coronavirus.dc.gov/recovery>
- DC Service Industry Assistance Programs: <https://serviceaid.info/>
- CDC Small Business Guidance: <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html?>
- The DC Bar and Restaurant Workers Alliance (DCBRWA) Resources for Impacted Workers: www.dcbwa.org/resources

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The slide has a teal header with the title "H STREET DISTRICT IN DC WORKING ON ADVOCACY Financial & policy options". On the right side is the H Street logo, which consists of a blue square with the letters "H", "ST", and "NE" stacked vertically in white. The main content area is white and contains a list of 12 advocacy points, each preceded by a green plus sign.

H STREET DISTRICT IN DC WORKING ON ADVOCACY Financial & policy options

- + Creating a city-wide safety net for employees and businesses;
- + Support favorable credit terms for businesses that encounter cash flow problems;
- + Remove debt and late penalty payment fees for workers;
- + Defer bill payments, discount or waiving of fees, create no-interest loans;
- + Working with financial institutions to remove late payments and protecting against adverse credit reporting;
- + Delay property tax payments and forgive late penalty payment;
- + Explore the use of fine monies and allowing the source to be used for business support;
- + Extend property tax appeal filings and payment (due to cancellation of the appeals process info meeting where the property tax appeal commission and OTR were supposed to be present.);
- + Apply creative options with different DC agencies in extending help to businesses (e.g., ABRA allowing businesses with Class C Tavern License to apply for a temporary off-premise license so they can sell online & to go);
- + Establish a citywide moratorium on rental and mortgage payments with adversely impacting credit history;
- + Extend license renewal deadlines for professional and business licenses.

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COMMUNICATIONS

Dear Kathy,

Ours is a resilient community. Nashua's strength is driven by our connectedness, and support for one another every day - but especially in challenging times. At Great American Downtown, our mission is to provide coordination, collaboration and partnerships that unify the entire Nashua community around a common vision for an attractive Downtown that is vibrant, viable and truly reflects the character of our city. With COVID-19's arrival in NH, and social distancing practices put into place for the coming weeks, Great American Downtown is committed to supporting our neighbors, friends, and small businesses as we move forward together.

The coming weeks and months will present many challenges to our community. Great American Downtown is committed to sharing good information with the public, to keep folks informed, entertained, and help them continue to patronize our Downtown businesses during a time of social distancing. Our success in Nashua depends on your success, and everyone working together as we rise to this moment.

GREAT AMERICAN DOWNTOWN

NASHUA, NH

FOOD RESOURCES IN NASHUA

If you or someone you know is in a food-insecure population, or is having difficulty attaining food for themselves or their family due to illness, incapacity or financial challenges, please keep the following resources in mind. We will update as often as new information is revealed. March 24. [...] [Read more](#)

LOCAL BUSINESSES OPEN IN DOWNTOWN NASHUA DURING SOCIAL DISTANCING

As social distancing recommendations continue to evolve, Great American Downtown is committed to sharing interesting, entertaining, and useful content for our friends and neighbors to make the best of this challenging time. Downtown restaurants, shops, and service locations are adjusting practices per CDC guidelines - but many of them are still there to help meet [...] [Read more](#)

DINING OPTIONS IN DOWNTOWN NASHUA DURING SOCIAL DISTANCING

As social distancing recommendations continue to evolve, Great American Downtown is committed to sharing interesting, entertaining, and useful content for our friends and neighbors to make the best of this challenging time. Downtown restaurants, shops, and service locations are adjusting practices per CDC guidelines - but many of them are still there to meet your [...] [Read more](#)

Main Street as a community resource

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RAMP UP ADVOCACY FOR YOUR LOCAL BUSINESSES

+ Encourage business owners to participate in

- SBA and other federal assistance programs program
- State and City small business assistance programs

+ Help business owners to fill out application forms if needed

+ Tell elected officials at all levels which businesses and how they are affected by Convid-19 in your downtown, share your letters, op ed pieces with your state coordinating program

Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or c

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AMEX SMALL BUSINESS GRANTS
DEADLINE is TONIGHT AT MIDNIGHT

Future of Shopping Small Grant Program

Program Overview and Application Instructions

Small businesses are vital to thriving communities. They help strengthen and diversify neighborhoods and provide pathways for innovation and entrepreneurship. But the retail landscape is changing. That's why American Express® is teaming up with Main Street America to give 10 small business owners \$10,000 each to help their businesses innovate in this evolving retail landscape. The American Express Future of Shopping Small Grant Program will celebrate small businesses across the country that are a vital part of their community. The Program is intended to support small business that have demonstrated new approaches to traditional business strategies and those businesses looking to try out creative techniques, while also helping to revitalize and strengthen older and historic commercial districts.

Grant recipients should demonstrate commitment to both their local community and principles described in American Express' Future of Shopping Small Guide. With insights garnered from WGSN, the Future of Shopping Small Guide is filled with actionable tips to help small business owners begin to future-proof their businesses. This guide is available [here](#).

To be eligible, entrants must complete the entire application (except for the optional demographics portion) and review the [program terms and conditions](#). Taking applications through **11:59pm CT on March 31, 2020 or whenever 3,000 applications have been submitted - whichever is sooner.**

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FUNDRAISING FOR THE FUTURE

Merchandise
Need GoFundMe
Municipal Investors
Support
Sponsorship
Critical Donations
Fundraising

How are your current funders doing?

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WHAT WILL YOUR FUNDRAISING MESSAGE BE?

- + “In uncertain times, the stability of your annual support is needed...”
- + Include how your organization is responding to situation and still carrying out its mission. These are uncertain times for everyone, so it's important to inject comfort and optimism. Care without panic.



Successful fundraising requires you to inspire and engage donors

Without an effective message, even the best-laid fundraising plans can fail. Consider these seven tips for effective fundraising communication.

Source: <https://www.missionbox.com/article/410/7-tips-for-a-strong-fundraising-message>

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HELP SUPPORT MAIN STREET NOW FOCUSED EMAIL CAMPAIGN

- + Subject line: “Corona Virus Consequences – emergency funds needed”
- + Make sure the message expresses urgency and notes why it should be important to them as one of your stakeholders
- + Describe how the COVID-19 pandemic is impacting your organization's work and the downtown
- + Ask for a special gift
- + Share a story of a recent success that you initialed since “stay-at-home” orders and the closing of non-essential businesses has been in place
- + Tell them how you will use their gift of support/donation
- + This event was of course not in your budget – no one expected it – we didn’t plan for it

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ADVICE ABOUT RAISING REVENUE NOW

+ Thank everyone who has supported you in the past, show photos of your impact once there is some positive national news

+ Focus on your relationships first, when speaking with supporters

+ Determine if waiting for donors to regain financial stability during recovery is best bet for now

+ Re-assess if making selective pitches for support to industries that are doing well



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WHAT INDUSTRIES/BUSINESS ARE LESS IMPACTED?

+ Professionals

+ Industrial businesses

+ Grocery store wholesalers

+ Utilities, phone, and cable providers

+ Pharmacies/Dollar Stores

+ Others (may vary locally)



Associated Grocers in NH hiring 100 people.

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MESSAGING FOR GIVING – GIVING ONLINE

SOMA (South Main Street) 501 Little Rock, AR

SUPPORT OUR WORK (Prior to COVID-19)

+ Your financial support means so much to our section of Main Street. Because of your generosity, we can offer community-centered events, sponsor programming for elementary students, improve our landscape, and attract customers to our local businesses.

+ By investing in SoMa 501, you help drive customers to local businesses. Every dollar spent locally keeps \$0.48 in our economy compared to only \$0.136 in chain retailers.

Donate

VISA

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DOWNTOWN GALLATIN, TN

About

The Corona virus pandemic has been devastating for our Downtown Gallatin small businesses. Small businesses are the heart of our Community. We need to come together to help them and do what we can to make sure they survive.

Your donations will go towards a program where the business will use the funds for a BOGO gift card. This will boost their cash influx and help them keep the lights on. This will also help people who buy the gift cards by stretching their dollars during these difficult times.

Historic Downtown Gallatin, Inc. (formerly Greater Gallatin, Inc.) is a non-profit 501(c)3, tax exempt organization created to establish a partnership between public and private sectors dedicated to the promotion, preservation, and revitalization of the downtown Gallatin business district. Historic Downtown Gallatin, Inc. also owns and operates The Historic Palace Theatre on the Gallatin square. The Palace Theatre is the oldest movie theater in Tennessee!

all

FOR GALLATIN

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RAISING REVENUE

- + Ask board members (and other volunteers) to speed up their own gifts if possible
 - Bundle these gifts into a “challenge grant” to attract new or increased donations from existing donors
 - Be mindful of board members and volunteer leaders that are also business owners suffering the impact of business closures, losses, or related impact
- + Pledges that are unpaid, ask the donor to consider giving now



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USE OUR COVID-19 RESOURCE PAGE - FUNDING PROGRAMS & BUSINESS SUPPORT

- + The **Small Business Administration's** Economic Injury Disaster Loan program provides small businesses with working capital loans of up to \$2 million that can provide vital economic support to small businesses. [Learn more.](#)
- + **Facebook** is offering \$100M in cash grants and ad credits through their Small Business Grants Program. [Learn more.](#)
- + **JPMorgan** pledged \$50 million global philanthropic commitment to support communities and people hit hardest by this public health crisis, including \$2 million to existing nonprofit partners and \$8 million to assist small businesses. [Learn more.](#)
- + **Kabbage** launched an online hub to help boost sales for U.S small businesses impacted by COVID-19, including a system through which businesses can sell gift cards to consumers for use at a later date. [Learn more.](#)
- + **The James Beard Foundation** is launching a fund that will be gathering support from corporate, foundation, and individual donors to provide micro-grants to independent food and beverage businesses in need. [Learn more.](#)
- + **MainVest**, a crowdfunding platform, announced its new Main Street Initiative: a \$2,000, zero-interest, 120 day loan for restaurants or other brick and mortars affected by the shutdown. [Learn more.](#)
- + **Opportunity Fund**, which specializes in money lending to small businesses owned by women, immigrants and people of color, is collaborating with investors and nonprofits to put together a coronavirus relief fund that will provide grants and low-interest rate loans. [Learn more.](#)

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SECURING
GOVERNMENT
FUNDING:

COMMUNICATE IN
ONE VOICE – MAIN
DOWNTOWN CENTER

A copy of this letter and a press release
Are available in the handouts section

MAINE DOWNTOWN CENTER

2 hrs ·

Proactive Main Street Maine Directors come together to send a message to Maine's Governor and our Federal Delegation thanking them for their support and identifying additional specific downtown needs.

In a joint letter, the ten communities recommended the following supports for the more than 2,000 businesses they represent in Augusta, Belfast, Brunswick, Bath, Biddeford, Gardiner, Rockland, Saco, Skowhegan and Westbrook:

Financial Support

- State Block Grants designated for immediate cash flow assistance to small businesses
- Relief for both tenants and landlords, from both a rent and mortgage perspective
- Expand eligibility and increase maximum weekly payments for unemployment insurance
- Interest rates on SBA and similar loans for small businesses must be dramatically lowered

Technical Assistance and Communication

- Develop a support system so that businesses can obtain “one stop” assistance to quickly utilize the programs that are being proposed. Many of these businesses have never needed to access unemployment benefits for their employees

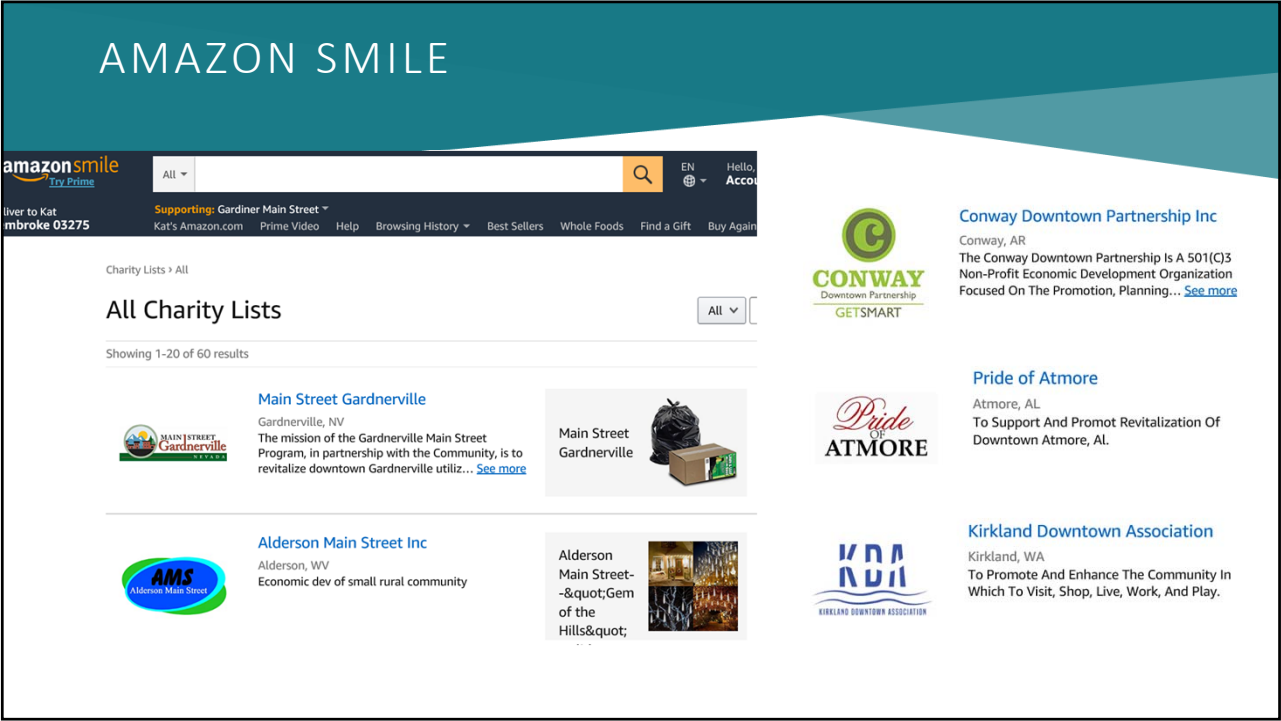
Relaxation of Regulations

- Continue to be open to exploring the regulatory environment that may be prohibitive

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JOIN US NEXT WEEK...


COVID-19 and Main Street:
Leading through Crisis


Tuesday, April 7 – 12pm ET



Norma Ramirez
de Miess


Senior Program Officer and
Director of Leadership
Development







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QUESTIONS



+ “The pessimist sees difficulty in every opportunity. The optimist sees opportunity in every difficulty.”

- Winston Churchill



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THANK YOU & GOOD LUCK WITH YOUR EFFORTS

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